



IMPACTSOCIALMEDIA
Bringing the Power of Social Media to Small Business

SAMPLE COMPETITOR WATCH REPORT

SAMPLES, LLC

CHICAGO, ILLINOIS

June 10, 2009

Overview: Your competition is using social media to advertise its sales, service, and as a PR tool. Specifically, your competitor John Smith Co. is using Twitter 6-8 times per day to announce their daily specials while also posting photos of their products on Facebook and Flickr. Several others are using these social media tools but on a much more sporadic basis with irregular updates. Of the remaining competitors you've identified, Atlas Holdings is the most active using a Facebook page but also responding to reviewers on Angie's List and on CitySearch.com. After our review, we believe that there is an opportunity for you to increase your social media efforts in order to build your online reputation, increase awareness for Samples LLC, and drive potential new customers to your location in Lincoln Park.

The Competition:

1. John Smith Co. (Chicago) - Updates and maintains a strong social media presence on Facebook, Twitter, and photo sharing site Flickr. Use customer submitted photos as fan recommendations on Facebook and Flickr. Links to them using announcements on Twitter. Twitter updates are sent early morning (before 9:00 CST), early afternoon (around 1:00 pm), and again late afternoon (around 4:00 pm). Recent promotions included a 5% reduction off product A by bringing in a copy of the twitter content, a link to a new product, and an announcement for their newest fan photo on Facebook. Strong mentions on Tripadvisor.com as a top shop to visit while in Chicago.

Facebook profile: (www.facebook.com/home.php#/profile.php?id=53350000&ref=profile)

Twitter: (twitter.com/JSCO_Chicago) as of review date, has 347 followers receiving updates.

2. Atlas Holdings (Chicago) – Uses Facebook, no presence on Twitter. Responds to reviews on Angie's List (www.Angieslist.com) and CitySearch (www.CitySearch.com/chicago). Recent responses included thanking a customer for recommending their in-store set up for products and another for recommending their salesperson George for great service. A negative review was posted about their return policy in CitySearch and responded to by Bill Atlas (www.CitySearch.com/chicago/Atlas_Holdings/content_id_1245845468). Facebook page is mostly a photo gallery showing their location and products. Not too much content. Three positive reviews on Yelp.com (www.Yelp.com/Illinois/Chicago/LincolnPark/125465843).

Facebook profile: (www.facebook.com/home.php#/profile.php?id=53350000&ref=profile)



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3. Acme Street Inc. (Chicago) – Only has static web site with no real interactions except for their phone number. Review of Angie's List reveals multiple negative reviews with no response by management. (www.Angieslist.com/Chicago/shops/Acme/content_id_12475)
4. Indiana Place LLC (Gary, IN) – Uses MySpace page, but hasn't updated in over 6 months making it look abandoned.
5. No other competitors found online.

How you can use Social Media to improve your relationships with new customers:

We see multiple opportunities for Samples LLC to engage both its existing customers as well as build its brand image online. We've reviewed your website and together with our competitor watch recommend the following actions:

1. Create a Twitter and Facebook Accounts using the name Samples_Chicago if available. Use the accounts to promote upcoming sales, new products, and on site events. Upload photos of your staff, unique products and displays, an exterior photo of Samples LLC's location, and your team. Advertise your account in your marketing activities by doing X, Y, and Z.
2. Provide the customers in your database with the addresses for these sites and tell them that specials will be added using these new sites.
3. Join and subscribe relevant areas of Angies List, Yelp, and Tripadvisor in order to stay abreast of customer comments and reviews. When a customer takes the time to review Samples LLC, you must respond in a positive tone even when the review is negative. (Turn the negatives into customer relations successes!)
4. Etc.
5. Etc.
6. Etc.